



**Executive Office of the Mayor
Vaughn D. Spencer**

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FOR IMMEDIATE RELEASE

City Businessman, Dele Olaewe, to Receive Micro-Enterprise Assistant Grant

READING, PA – April 26, 2015 - The City of Reading Community Development Department has awarded its first Micro-Enterprise Assistance Grant (MAG) in the amount \$20,000 to Mr. Dele Olaewe, proprietor of Cure Sports, LLC.

Mayor Vaughn Spencer invites all to join him in celebrating the City of Reading's first MAG recipient in a check presentation ceremony to be held on Monday, April 27, 2015 at 2:00PM at Olaewe's business located at 128 North 5th Street, Reading, PA.

The overall goal of the Micro-Enterprise Assistance Grant program is to provide business owners with financial and technical assistance that will result in business expansion and increased revenues, as well as economic development within the City and its downtown. Through this program, the City hopes to advance the Main Street vision of increasing walkability and vibrancy in Downtown Reading by attracting a variety of businesses that meet community needs, increase pedestrian traffic before and after 5:00pm, and complement other revitalization efforts.

To qualify for the MAG program, the business must have five or fewer employees, be owned by a low or moderate-income person, and have been in operation for at least one year. Also, the business must be currently located in the City or the owner must be planning to relocate the business to a commercial space within the City.

"This grant is a boost to my business, I finally will be able expand and offer better service as-well as provide competent prices to my customers, this grant will help many other businesses and support our city's growth" said Olaewe.

For more information contact the City of Reading Community Development Department at (610)655- 6211 or businessfriendly@readingpa.org.

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